

Shaharyar Feroz

WordPress Developer

Custom WordPress websites, plugins, WooCommerce workflows, API integrations and automation systems for businesses beyond basic websites.

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PROFESSIONAL SUMMARY

WordPress Developer with hands-on experience since 2019 building business websites, custom plugins, WooCommerce workflows, booking systems, API integrations and automation workflows. I focus on practical, maintainable solutions that reduce manual work, improve operations and support lead generation.

CORE SKILLS

WordPress	Custom themes, Elementor, WPBakery, WooCommerce setup, admin-friendly editing workflows and maintenance.
Custom Plugins	Custom post types, shortcodes, WPForms integrations, WooCommerce extensions, payment flows and admin tools.
APIs & Automation	REST APIs, custom APIs, HMAC auth, webhooks, Zapier, n8n, Google Calendar and order synchronization.
Optimization	Performance improvements, responsive fixes, hacked-site recovery, tracking setup and clean content structure.

PROFESSIONAL EXPERIENCE

Freelance / Independent WordPress Developer | 2019 - Present

- Design and develop WordPress and custom web solutions for service businesses, rental platforms, e-commerce brands and custom order-management platforms.
- Build responsive websites with Elementor, WPBakery, WooCommerce, PHP, JavaScript, React, Next.js, Laravel, HTML and CSS.
- Develop custom WordPress plugins, shortcode modules, custom post types, WPForms workflows, admin tools and reusable website components.
- Integrate REST APIs, payment flows, order systems, Zapier, n8n, Google Calendar, Google Tag Manager and third-party services.
- Improve existing websites through UI refinements, responsive fixes, performance optimization, bug fixing, tracking setup and cleaner content structure.

SELECTED PROJECT HIGHLIGHTS

CustomOrders.io WooCommerce Integration

senzela.com/customorders.io/

Built a WooCommerce-to-CustomOrders.io integration using PHP, WordPress hooks, REST endpoints, HMAC-signed API requests, order sync, retry scheduling, 30% upfront payment workflow and admin sync tools.

Senzela Jade Store Workflow

senzela.com/

Supported WooCommerce product, checkout, payment and order workflows connected to the external CustomOrders.io process for smoother operations.

WPForms Cars Slider Plugin

3skrotpriser.dk/#cars

Built a WordPress plugin that captures WPForms car submissions, saves entries as a custom post type, extracts uploaded vehicle images, stores metadata and displays the latest cars in a responsive shortcode slider.

SELECTED WEBSITE PROJECTS

Senzela Jade

senzelajade.com/

Fashion e-commerce website with WooCommerce product catalogue and custom workflow support.

Prestige Yacht Rental

prestigeyachtrental.ae/

Premium yacht rental website with luxury positioning and booking inquiry flow.

Bilvask Danmark

bilvaskdanmark.dk/

Car wash service website with service details, pricing presentation and contact flow.

Car Rent Dubai

carrentdubai.ae/

Vehicle rental website with categories, service pages and inquiry-focused structure.

Flyt KBH

flytkbh.dk/

Moving-service website with clear service sections, responsive layout and inquiry navigation.

Prestige Bilvask

prestigebilvask.dk/

Professional car wash and detailing website with clean service sections.

TECHNICAL SKILLS

CMS & Commerce	WordPress, WooCommerce, Shopify
Frontend & Backend	PHP, JavaScript, React, Next.js, Laravel, HTML, CSS
Forms & Builders	Elementor, WPBakery, WPForms, custom forms and admin editing workflows
Automation & APIs	REST APIs, custom APIs, third-party APIs, HMAC auth, webhooks, n8n, Zapier, Google Calendar
Performance & Tracking	WP Rocket, speed optimization, Google Tag Manager, conversion tracking and responsive fixes
Deployment & Data	Vercel deployment, GitHub, MySQL, PostgreSQL, MongoDB

SERVICES OFFERED

- WordPress website design and development using Elementor, WPBakery, WooCommerce or custom-coded solutions.
- WooCommerce checkout logic, payment flows, order sync, customer data handling and custom workflow support.
- Website redesign, responsive fixes, bug fixing, performance optimization, conversion tracking and maintenance.
- Custom plugin development, PHP features, shortcodes, custom post types, API endpoints and admin tools.
- Booking forms, WPForms automation, Zapier/n8n workflows, Google Calendar integration and lead-routing systems.
- Hacked-site recovery, suspicious file checks, plugin/theme audits, admin hardening and post-recovery improvements.

PROCESS

01 Requirement mapping	Define the business goal, users, data flow, admin needs and edge cases before development begins.
02 Workflow planning	Map how WordPress, WooCommerce, APIs, forms, automations and external tools should connect.
03 Development	Build the website, plugin, shortcode, WooCommerce logic, API integration or automation workflow.
04 Testing & launch	Test forms, orders, mobile views, admin actions, API responses, tracking and launch behavior.

CONTACT

Available for remote, project-based WordPress development, custom plugin work, API integrations, automation, recovery and website improvement projects.

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